

# HOW TO REACH THE PEOPLE

This advertisement which will reach the eye of Government answers the question at the top of this page—question that the Treasury must answer eventually to sell the billions in bonds.

Who ARE the people? They are not exclusively the minority that live in great cities. Not the prosperous few with whom big bankers deal directly—they are also the twenty millions of families that people small towns, villages, farms and the distant places.

All of these, the real people, must be reached, talked to, appealed to and convinced, in order to sell billions of United States bonds now, and other billions of bonds later.

All of these people can be reached, talked to in their homes, through the advertising columns of the daily and weekly newspapers, and they cannot be reached systematically and effectively IN ANY OTHER WAY.

## CASUAL NOTICE WON'T DO.

Circulars through the mail, notices in front of the postoffice, casual words spoken by the local banker—who does not come in contact with 1 per cent of the population—such things do not reach the minds of the people or STAY in the minds of the people.

The newspaper which comes daily or weekly into the home, as an old friend, the editor known to the reader, the paper possessing the confidence of the reader, accustomed to taking as IMPORTANT that which he sees in his newspaper—that is the medium that must be used in a national appeal to the people to invest their BILLIONS in this war.

Admirable individual enthusiasm, personal in its character, paid advertising inserted in a few big newspapers by bankers and patriotic merchants, such efforts do well for one relatively small issue, taking the cream from the national financial milk pan.

But if you want to go deep into the pockets of ALL the people, if you want to persuade them that the money which would have helped to pay off a mortgage, or buy an adjoining piece of land, or send a boy to college, should, as a patriotic duty, be invested in the war bonds of the Government, you must talk to all the people systematically and through systematic advertising, the only agency that will reach all of them.

## RESPONSIBILITY WITH CONGRESS.

If Congress does not supply those responsible for the sale of the bonds with the trifling sum necessary to advertise the bonds, the responsibility will be with Congress. Tell all the people WHY the bonds are issued, WHY patriotism demands their purchase, what KIND of war it is upon which this money is to be spent, and why these vast sums are needed.

It is not merely the reason for buying bonds that should be published in all of the newspapers, but the great and overpowering reason for supporting this war to the last necessary dollar.

## WHAT COST?

What would be the cost of selling the bonds and establishing through advertising the bond-buying habit among the people?

Here is the answer, which need not frighten the most virtuously economic lawmaker.

The bond issue can be thoroughly advertised, and the bonds SOLD, in a campaign published IN EVERY DAILY AND WEEKLY NEWSPAPER IN THE

UNITED STATES for a total cost of one million three hundred and eighty thousand dollars.

Now, what would this advertising appropriation do?

It would enable the Government of the United States to print a half-page advertisement, in every daily newspaper in the United States EIGHT TIMES. It would enable the Government to print a quarter of a page advertisement for two months in every issue of every weekly newspaper in the United States.

## IS ADVERTISING SEEN?

DOES advertising command attention? Let this and similar pages published in The Washington Times by the American Press Association answer the question. Is there any man in Washington interested, from the Secretary of the Treasury to the least of the Government employees who has not heard, THROUGH THIS ADVERTISING, the argument in favor of bond sales by newspaper publicity?

If this one newspaper, THE WASHINGTON TIMES, has power to command the attention of all those concerned in the Government at Washington, would not ALL THE NEWSPAPERS, DAILY AND WEEKLY, OF THE UNITED STATES have power to command the attention of ALL the people of the United States?

If the American Press Association has been able by judicious expenditure of money in advertising to reach the attention of those that should co-operate in every way with the Secretary of the Treasury in his difficult task, would not the Secretary, through advertisements more powerfully and ingeniously prepared by himself and his assistants, be able by the use of ALL the newspapers to reach the eye and the patriotic conscience of every inhabitant of the United States?

Could any Washington group of bankers or merchants, no matter what their story, have been able to command the attention that this paid advertising, in favor of advertising publicity, has been able to command in Washington?

## LIMIT THE ADVERTISING.

It has been suggested that if the Secretary of the Treasury should undertake any advertising of bonds, he must necessarily do all KINDS of advertising. Why must he do so? Is it compulsory upon him to advertise on billboards, in street cars, and other ways, since he can reach and talk directly to THE ENTIRE PEOPLE through the daily and weekly press of the United States exclusively?

Is there any American able to buy a Government bond that is not a reader of SOME newspaper? If the Secretary of the Treasury is enabled by the wisdom of Congress to use in his bond-selling campaign EVERY newspaper, must he not necessarily reach EVERY MAN AND WOMAN ABLE TO BUY A BOND?

## A PUBLIC SERVICE.

The American Press Association has rendered to the Government a real service in its expenditure of money for the purpose of emphasizing the value of advertising THROUGH advertising. There is no desire to do more than emphasize these points:

FIRST—To sell bonds to all the people, ALL of the people must be reached, convinced, and inspired.

SECOND—ALL of the people read newspapers daily or weekly.

THIRD—A great advertising campaign can be

conducted in every daily and weekly newspaper in the United States for an insignificant sum of money.

FOURTH—The question of advertising or not advertising should be left entirely to the discretion of the Secretary of the Treasury, upon whose shoulders rests responsibility for the success of the bond issue.

FIFTH—If bonds COULD be sold without the expenditure of a dollar for advertising in this and further bond issues, of course not a dollar should be thus spent, and any money appropriated for advertising should be returned to the Treasury.

SIXTH—But Congress should not ignore the tribute paid by every successful business concern of the United States to the power and the absolutely INDISPENSABLE force of organized paid advertising.

## HENRY FORD'S CASE.

You may say "Every man should realize the situation, the patriotic duty; every American able to do so should buy these bonds to his last dollar, and to talk of advertising is preposterous."

You might also say "Every American should know the value, the cheap price, the wonderful service rendered by the Ford car, every American able to do so should buy a Ford car."

Quite true; every American perhaps would buy a Ford car if every American really knew about it, but Mr. Ford still advertises regularly, extensively, and expensively, for with each year there is a new "Ford issue," and a new reason for publicity—despite the fact that Ford's product is perhaps the best known in the world.

Mr. Ford is not ignorant, lavish, or extravagant. If kind words "or general knowledge" or anything else that costs nothing would take the place of paid advertising, that would suit Mr. Ford.

But whether it be Mr. Ford, or Mr. Rockefeller, or Mr. Armour, or Mr. Schwab, the power of advertising is recognized in SALESMANSHIP as equal to the power of gunpowder in war.

What do J. Pierpont Morgan & Co. do when they have bonds for sale? They ADVERTISE. What does the merchant do, even when he means to give something away for less than it cost him? HE ADVERTISES.

## WHAT IS ADVERTISING?

Advertising is not disgraceful, sordid, selfish. It is simply common sense, a part of business machinery—as much a part of distribution as the national railway or the elevator in the tall office building.

Advertising will tell ALL the people about the bond issue—and nothing else will.

Advertising will SELL this bond issue, and future bond issues, to an absolute moral certainty.

Advertising extensively and effectively in every daily and weekly newspaper in the United States will cost a ridiculously trivial sum in proportion to the object to be attained.

## THE BUYING HABIT.

Advertise the bond issue NOW.

Dispose of this issue quickly and at the same time educate and prepare the mind of the public for other bond issues. Create the BOND-BUYING HABIT through advertising. You can create it in no other way.

Publishing this announcement, based upon the experience of every successful enterprise in the United States, is rendering a public service, and to this the Treasury Department will testify eventually.

**THE AMERICAN PRESS ASSOCIATION, By Courtland Smith, President**

[The American Press Association. Agencies Throughout the United States. General Offices 225 West 39th Street, New York City.]